

ABSTRACT OF THE DISCLOSURE

The signal line drive circuit is provided with: a reference voltage chooser circuit for choosing one of incoming voltages in accordance with tones represented by an image signal to output the chosen voltage as a signal line drive signal; and a reference voltage line for directly transmitting first reference voltages VB_1 (inclusive of a maximum voltage value VB_{1max} and a minimum voltage value VB_{1min}) supplied by an external reference power supply circuit to the reference voltage chooser circuit. The arrangement eliminates the need to provide a buffer circuit to a reference voltage line over which the first reference voltage is directly transmitted, thereby reducing that electric current which would otherwise flow through the buffer circuit.

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